

Special Personnel and Detection Devices.

Uniformed personnel, store detectives and guards are time-proven deterrents to shoplifters.

Optical, mechanical and electronic devices can become valuable investments against shoplifting. Peepholes, one-way mirrors and other openings allow you to observe the criminal without his knowledge. Convex mirrors, radio and television systems are useful because they advertise that you are alert against shoplifting.

One-way turnstiles or other means of controlling entry and exit traffic is also a helpful crime prevention technique.

Apprehending the Shoplifter.

Firm policies and clear procedures on stopping, searching or having the shoplifter arrested are necessary. Anything short of professional advice can be embarrassing and costly. In addition to seeking advice from your legal counsel, you should also meet with police officials and local prosecutors.

Kentucky law clearly discourages shoplifting! "Where a person willfully conceals unpurchased goods in a store, the law presumes that he intends to steal the goods." Kentucky Revised Statutes 433.234 (1)

If you suspect that the shoplifter is a narcotic or drug addict or may otherwise be dangerous, call the police.

Cooperate fully with the prosecution. This has the dual advantage of both putting a shoplifter out of business and also provides convincing testimony to would-be shoplifters that your store is not an easy target.



This important message
is from your
**LAW ENFORCEMENT
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SHOPLIFTING ANOTHER WORD FOR STEALING



SHOPLIFTING: The Billion Dollar Crime.

Shoplifting costs Americans over \$1-billion annually. In Kentucky alone, the tab is more than \$50-million. Everyone pays for this crime; the businessman in lower profits and every consumer who must ultimately pay through higher prices.

Theft of a \$2.00 item from a store operating on a 10% profit margin requires the sale of \$20.00 in merchandise to make up for the loss. Supermarkets and others operating on low margins of 1% must sell \$300 in merchandise just to cover the theft of a \$3.00 item.

No one can afford the cost of shoplifting. This crime can be substantially reduced, however, through public awareness and positive action.

Who is stealing from you?

JUVENILES make up nearly half of all shoplifters. Many do it just for thrills—to "beat the system." Some teenagers even shoplift in gangs to see who can steal the most.

GENERAL PUBLIC—"solid citizens" who have become bored or want to stretch their budgets. Frequently they shoplift "a little at a time" while doing their legitimate shopping.

NARCOTIC AND DRUG ADDICTS shoplift to support a very expensive habit. They are sometimes armed and often dangerous. Most are desperate.

KLEPTOMANIACS are persons who steal because of psychological compulsion. Stopping the kleptomaniac is a service to both him and the community.

PROFESSIONAL SHOPLIFTERS are skilled thieves who have specialized tricks to steal from you. The pro is the hardest to deter and the most difficult to detect. His major targets are expensive items.

The "Booster Box" is a favorite device of the professional. The false end lets him hide stolen merchandise.

Alert employees are your first line of defense.

Sharp-eyed, alert clerks are the shoplifter's worst enemy. Employee training must include the following steps to prevent shoplifting. Emphasize these warning signals of shoplifting activities:

1. Greet every customer upon entering the store. Courtesy and attention is good for business . . . but bad for the shoplifter who shuns attention.
2. Watch the customer's eyes and hands. Jittery eyes and nervous hands are frequent clues.
3. Keep a watchful eye on people who just wander about the store.
4. Be on the lookout for persons who enter the store carrying large packages, big purses, shopping bags or wearing unusually bulky clothing.
5. Be on your guard against distracting situations. Pros often work in pairs—one to distract your personnel with chatter or an argument while his partner rips you off.
6. Avoid placing more than one valuable item on the counter at a time when showing it to a customer.

7. Never leave locked display cases unlocked . . . even for a moment.

8. Don't let customers carry more than one article of clothing into a dressing room at a time.

Training your employees to detect and prevent shoplifting should be a continuing effort. Your police department can assist you in employee training programs.

Preventive action every business must take

Inexpensive modifications to your store and procedures can create severe obstacles to the shoplifter. When you increase the risk of his getting caught, the criminal will frequently look elsewhere for an easier mark.

Just as you advertise for customers, you must also advertise *against* shoplifters. Post warning signs that you are on guard and that you will



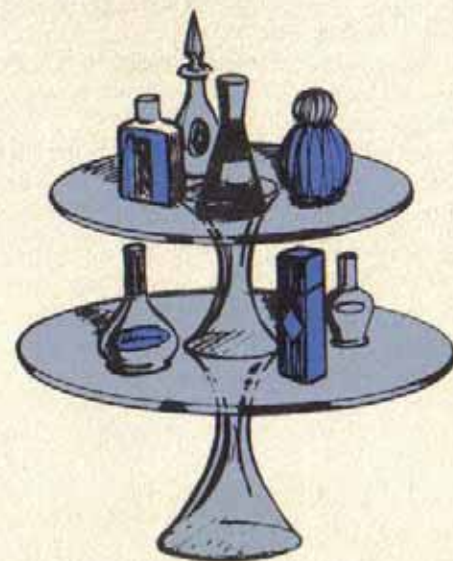
prosecute shoplifters. Honest customers will appreciate this because they realize shoplifting is costing them money, too.

Present merchandise so customers can see it—and you can also see the customer. Avoid tall displays, crowding racks and shelves which help the criminal hide his illegal activities. Create as much open space as possible by breaking up long aisles and display cases.

Valuable items are the shoplifter's favorite marks and, therefore, deserve special treatment. Move them away from walls where they can be seen from more than one angle. Keep them out of reach—either under locked glass or behind counters. If this is impossible, place them near a cash register or clerk's station. Arrange them neatly so any missing item will be quickly noticed.

Where possible, fasten down small appliances used for display purposes. "Dummy" displays are excellent crime prevention techniques. It's a good basic policy to keep high-priced merchandise away from store exits.

Always remove empty hangers from clothing racks after the article has been purchased. That way, an empty hanger becomes a signal that a shoplifter is at work.



"Dummy Displays" of expensive items are excellent merchandising aids which reduce your exposure to loss by shoplifting.